

ABSTRACT OF THE DISCLOSURE

An originating network, such as an originating wireless communication network, selectively performs multimedia content transcoding of outgoing multimedia messages as a function of the corresponding destination network addresses. More particular, in an exemplary embodiment, the originating network includes or has access to one or more databases that are accessed to determine whether transcoding is desired. Such information may comprise a listing of destination addresses, e.g., email addresses, or particular domain identifiers, for which transcoding is desired. Moreover, such information can indicate whether default or specific transcoding formats should be used. With this approach, the originating network can transcode all, or selected multimedia content, e.g., audio, video, etc., into one or more coding formats that known or expected to be compatible with the coding formats used by the targeted destination networks.